

## **North America Protein Bar Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

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### **Report description:**

The North American protein bar market is forecast to record a CAGR of 6.25% during the forecast period 2022-2027.

During the COVID-19 pandemic, increased sales of products like snacks, bars, and other convenience foods were observed during the lockdown, which sustained the demand for protein bars in the market. As consumers' interest in products that support the overall maintenance of health and wellness increased, the ambiguous situation across the world urged them to increase their nutritional intake and consume safer and healthier foods. Also, due to the work-from-home and stay-at-home trends, people began working out at their homes, and hence, the demand for low sugar and carb protein bars was boosted, and companies also focused on the same. For instance, in 2020, Quest Nutrition launched the product Quest snack bar to enhance its original protein bar line, which includes crunchy and indulgent bars with lesser sugar and carbs.

The major consumers include athletes and consumers who want to have a wholesome meal without the trouble of cooking. Consumers prefer buying protein bars for various purposes, such as weight management, improving muscle mass, and increasing energy. Sedentary lifestyles and the hectic work schedules of Americans are leading them to look for healthier alternatives present in the market. As a result, consumers are replacing conventional snacks with snack bars, including protein bars. The North American protein bar market is growing and witnessing an ever-expanding array of flavors and healthy varieties. Many consumers are reaching for protein bars to supplement their regular eating habits, while some time-pressed consumers even substitute a bar or two for a snack. Moreover, recommendations by fitness clubs of protein bars acting as a substitute for regular meals have skyrocketed the sales of these products. With an increasing number of health clubs and surging awareness about protein bars, the market is expected to witness a rise in demand during the forecast period.

North America Protein Bar Market Trends

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## Evolving Fitness Trends in the Region Boosting Demand For Protein-rich Diets

The evolving fitness trend in the region is expected to boost the growth of associated markets, including protein bars. Moreover, developed countries like the United States have experienced a considerable increase in the number of consumers opting for fitness and health clubs who are progressively becoming the target consumer of the market. Since protein is an important element that supports fitness, consumers are opting for weight management and energy products, such as protein bars to remain fit and healthy. Consumers are opting for weight management and energy products, such as protein bars to remain fit and healthy. Owing to their high nutrition levels, protein bars are gaining prominence among health-conscious consumers. Additionally, these nutritious products can provide the ideal protein balance required for a healthy lifestyle. Moreover, supplementing meals with bars is expected to increase protein intake without adding unnecessary calories or carbohydrates. Fitness awareness augments the demand for protein bars as they play a major role in providing essential nutrients and proteins, increasing energy levels, and enhancing muscle mass.

### United States Accounts for the Largest Market Share

The US protein bar market benefits from the diversified retail distribution channel, which encourages both planned and impulse purchases. Moreover, retailers are expected to drive the market's growth. According to the International Food Information Council Foundation's Annual Food and Health Survey, around 73% of US consumers consider plant protein as a healthy product. Thus, in the United States, plant-based protein bars are witnessing high demand. US consumers buy the majority of protein bars from supermarkets/hypermarkets, warehouse clubs, convenience stores, and dollar stores. Pea protein provides a better solution to consumers looking for plant-based protein alternatives. In the country, the demand for high-quality, high-protein, organic label, and healthy food products has increased significantly.

### North America Protein Bar Market Competitor Analysis

The North American protein bar market is highly fragmented due to the presence of a large number of prominent players. Major players include General Mills Inc., Kellogg Company, Caveman Foods LLC, Danone, Mars Incorporated, Premier Nutrition Corporation, Abbott Nutrition Manufacturing Inc., Post Holding Inc., and Atkins Nutritionals Inc., among others. The major key players are employing strategies like business expansions, product innovation, and mergers and acquisitions to expand their regional presence.

### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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